

GREAT BUSINESS WILL CELEBRATE GOLDEN JUBILEE

Goldsmith's Department Store
Will Mark Half Century of
Progress by Banquet to 700
Employees October 6.

From a small one-room, poorly-lighted store, with the two proprietors the only clerks in 1870, to its present princely proportions with floor space measuring 300,000 feet and sales running into millions every year, covering the entire South, is the enviable record of J. Goldsmith & Sons Co. department store, which will celebrate its golden jubilee by a banquet to its 700 employees at Scotch Rite cathedral, Wednesday, October 6 at 8 p.m.

The history of this noted store, its inception, growth and success is one of the most fascinating pages in Memphis' history. It possesses all the glamour and absorbing interest of the Medici or the Sforza, those princely business houses of Italy, who united at once the acumen of business men with the tastes of the antiquarian and art lover. The present head of the firm, came to this country in the fall of 1867, from near Mannheim, Baden. He labored under the handicap of youth, inexperience and lack of English. As compensations he had high principles, great ambition, a lofty vision of the future and the spirit of vision into actuality. For three years he worked for an uncle, O. H. Ottenheim, of the firm of Ottenheim & Swartz, working six months for his board and lodging and the rest of the time getting the princely sum of \$20 a month.

An Anxious Day.

Mr. Goldsmith worked early and late, and, what was more important, saved every cent he could. With prophetic eye he foresaw the future greatness of Memphis, and that the way to success was to start something. He and an older brother, Isaac, had jointly saved \$500. This they put into a small stock of general merchandise at what was then 51 Beale street.

Intense Anxiety.

The opening day was one of intense anxiety to the embryo business men. "I scarcely slept the night before," Mr. Goldsmith declared, "and eagerly scanned the sky for fear of rain or bad weather. The first customer looked beautiful to me, although he was a commonplace looking farmer, who purchased a year's coat for \$5. Our total sales for the day amounted to \$15.

The plunge into the business world did not alter Mr. Goldsmith's frugal habits. He still continued to rise with the lark and slept in the rear of his little twenty-five-foot front place of business. Mr. Goldsmith's magnetic personality made him a host of friends, who would come long distances to purchase from him. His trade grew steadily. Beale avenue was unpaved, and often, after a heavy rain, the street was a morass. The heavy ox carts loaded with cotton bales for river shipment would frequently get stuck in front of the modest store. The city then had about 30,000 inhabitants.

Yellow Fever Days.

In 1873 the little business met with a severe handicap. Yellow fever scourged the city and the shop was closed. Mr. Goldsmith moved his family to Brownsville, Tenn., and later, when the disease became epidemic, there he took them to a cozy cottage on the Pigeon Roost road. Having absolutely no fear of the malarial himself, though his friends around him were dying by the scores, and realizing the great need of many for articles in his line, he would open up the store for business for a few hours every morning, returning to his home each afternoon. In 1879, when the fever again returned with renewed malignancy, and the city was prostrate, the store was closed for three months, and Mr. Goldsmith took his family to St. Louis, returning in the fall, when frosts had killed the dread germs, and the city was once more taking on new life.

After this temporary setback business rapidly increased, necessitating a new store. In 1881 the structure at 348 South Main street—the number was changed later—now occupied by Landless Co., was occupied. Business continued to pour in, and in 1884 it became necessary to secure the adjoining building at 350 Main street. In this year Isaac, the senior partner, died, and shortly after Jacob bought out the interest of the widow. In 1894 expansion had been so rapid that, for the first time a home was erected for its exclusive use at the present location of Jennings Furniture company, Main and Gayoso.

Prosperity Smile.

Prosperity continued to smile on the enterprising firm, and in 1901 it was again necessary to make a change, which brought it to its present location. The way it was done aroused interested comment all over the country, and was favorably commented upon abroad as a typical specimen of American "hustle." A bridge was built over Main street, with the following legend in electric lights on both sides of the structure:



Industry
and
Thrift

Make the True
AMERICAN

They are the arms of
peace; they conquer dis-
content.
They lead to national
security, and make the
nation one.

3%
On Savings
Accounts

4%
On Time
Certificates

Guaranty Bank
& Trust Co.
156-158 MADISON AVE.

Mother And Four Others Convicted Of Aiding Slackers

PHILADELPHIA, Sept. 30.—Mrs. Emma C. Bergdoll and her four co-defendants were found guilty of conspiracy to help her sons, Grover and Erwin, evade the draft. The verdict was returned before Judge Dickinson in federal court.

Mrs. Bergdoll, her son, Charles A. Braun, and former Magistrate James E. Romig, were found guilty on every count under which they had been indicted.

Albert S. Mitchell and Henry Schuch were acquitted on the indictments in which they alone were defendants but found guilty with a recommendation for mercy on the joint bills.

On application of their counsel the defendants were released on \$10,000 bail, each pending a motion for a new trial.

DR. LLOYD SPEAKS AT HOLLY SPRINGS MEET

HOLLY SPRINGS, Miss., Sept. 30.—The second meeting of the Marshall county farm bureau was held at Holly Springs. Dr. E. R. Lloyd, of the Memphis farm bureau, addressed the meeting. A committee on warehouses was selected. This committee will study the bonded warehouse system and ascertain what can be done to make the warehouses of the county bonded warehouses.

CITY OFFICIALS QUIT.

MERCEDES, Tex., Sept. 30.—Mayor L. T. Hoyt and all members of the city commission resigned yesterday and the suit alleging irregularities in their election will be dismissed by agreement. A new election of city officials was ordered for October 24.

SHERIFF MOVES ALLEGED SLAYER AS MOB FORMS

MUSKOGEE, Okla., Sept. 30.—While a mob gathered about the jail at Wagoner, Okla., near here, late Monday, Sheriff Murphy brought a prisoner, who gave his name as Perry Madewell, to the county jail here. Madewell is held in connection with the murder of Jack Burris, taxicab driver, whose body was found five miles north of Wagoner. The men said he was twenty-three years old and lived at LeRoy, Kan. He was arrested at Vinita, Okla. Burris was beaten and shot to death.

Tobacco Growers Barred From A. F. L.

WASHINGTON, Sept. 30.—Four thousand Virginia farmers engaged chiefly in the production of tobacco have applied for permission to affiliate with the American Federation of Labor, it was announced yesterday by Secretary orrisson. While some of the applicants were farm laborers, a majority were understood to have been employers. Mr. Morrison in reply advised the farmers to join farmer organizations, although he said the employees would be permitted to affiliate with the federation.

BANKS MERGE.

NEW ORLEANS, Sept. 30.—Announcement was made yesterday of the merger of the Whitney Central Trust and Savings bank and the Pan-American Bank and Trust company, the latter to be operated as a branch of the Whitney Central.

Burglar and Fire Proof Safes

Desks, Filing Cabinets, Sectional Bookcases, Office Stationery, Twilock Loose-Leaf Ledgers.
A. E. TAYLOR COMPANY
OFFICE OUTFITTERS. 46 SOUTH MAIN STREET.

WELCOME TO FAIR VISITORS

Make your visit to Memphis worth while by taking advantage of our very liberal offer; good for Fair Week only. We will make special reductions on all our regular work, such as crowns, plates and bridge-work. We are prepared to give you the

WINFREY QUALITY WITH
THE WINFREY SERVICE AT
WINFREY PRICES REDUCED



GOLD CROWNS

(Winfrey Quality)
\$4.00
AND UP

SET OF TEETH

(Winfrey Quality)
Either Upper or Lower
\$9.00
AND UP

BRIDGE WORK

(Winfrey Quality)
Per Tooth
\$4.00
AND UP

DR. C. C. WINFREY

DENTIST
86 UNION AVE.
Corner Main, Over Drug Store.
Office Hours:
8 a.m. to 6 p.m.
Sunday 9 a.m. to 12 m.

Encouragement-

If it is in the savings department we are always delighted to assist you. If it is for your business propositions we are equally as pleased to give any advice we can.

We want to encourage and assist in every way possible, and are eager to be of service.

North Memphis Savings Bank

MAIN AND ADAMS



Boys' School Shoes, Almost Indestructible; Prices Moderate.

Boys' Shirts, With Collar Attached—\$2.50

Tweeds and Herringbones
in Boys' Better School Clothes
And greater satisfaction
with extra knickers
to match.

These Herringbone and Tweed weaves are the newest in Boys' Knicker Suits; they are made with all around belts, double or single-breasted, with yoke or without—

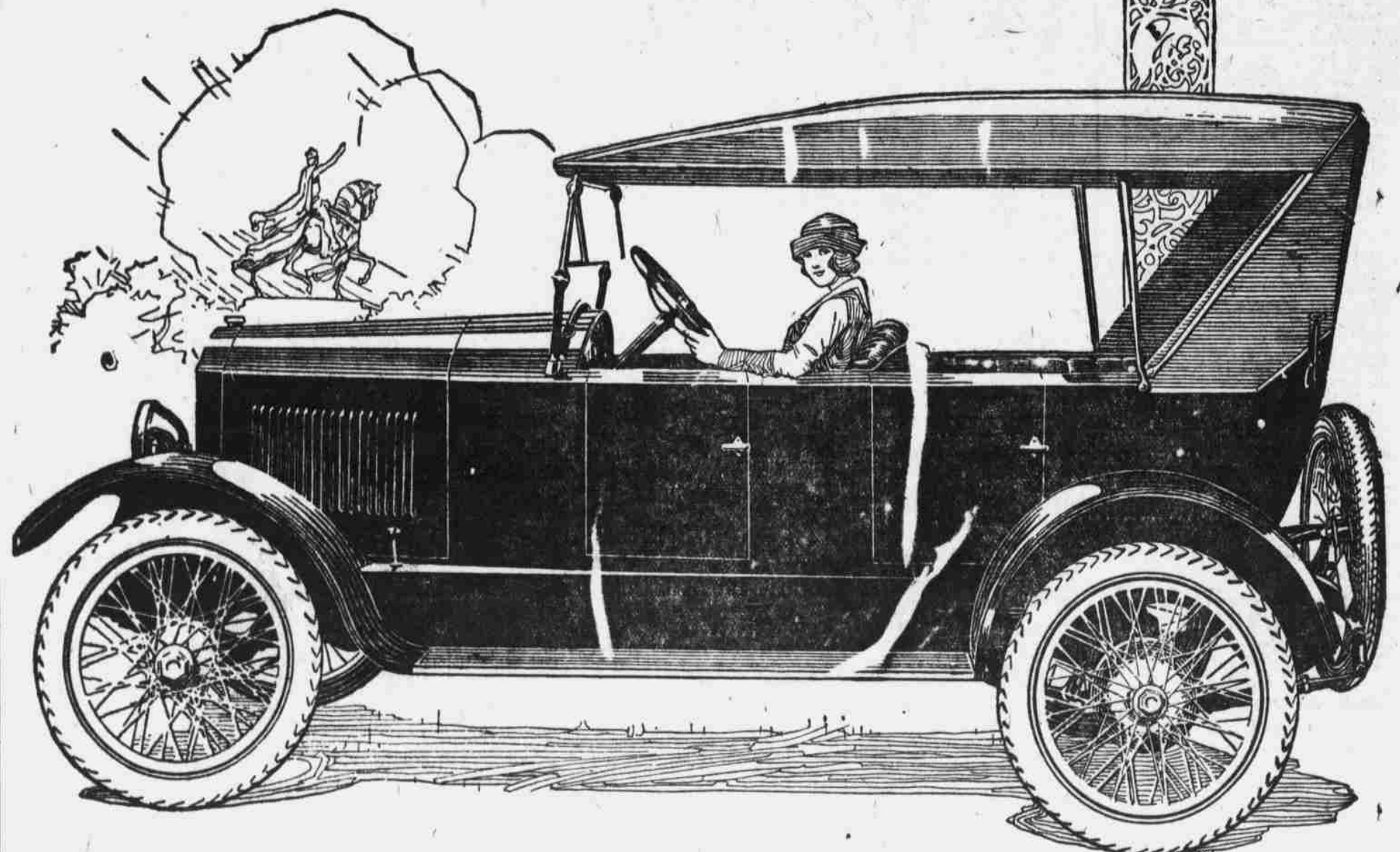
\$30

With Single Knickers, \$25

The Shop of Culture

MAIN at MONROE.

Official Outfitters to Boy Scouts.



The Skelton Is Here!

It is with genuine pride that we announce the arrival of Skelton cars. Pride—because we know that this is the most beautifully built car, both in design and construction, on the market today, at anything like its price.

Your first glimpse of this big, beautiful, high-hooded, deep-cowled, straight line Skelton at \$1295, will fill you with admiration.

You must see this triumph of body-designing. You must know how splendid its construction is throughout. Above all, you must drive it and feel how powerfully and quietly its special four-cylinder motor takes it over the ground.

We predict, with certainty, that the moment the people of this section know what a truly remarkable car-value this is, thousands of them will soon be proud to say "I own a Skelton."

Call and get acquainted with the Skelton or write for full particulars.

DEALERS WANTED

CRAWFORD-NEWMAN MOTOR CO.

E. C. NEWMAN, Pres.
848 UNION AVE.

J. A. CRAWFORD, Sec. and Treas.
MAIN 7344.



Skelton 1351-C